

Kesavan Kanagaraj

UX DESIGN LEAD-HEALTHCARE,
PHARMA & LIFE SCIENCE
AI & AGENTIC EXPERIENCES

Conceptualizes experiences for mobile, software, product and web, and has delivered digital transformation projects for clients across the globe.

For the past decade the focus has been healthcare, pharma and life sciences — AI-driven, agentic experiences inside regulated HIPAA and GxP environments.

PORTFOLIO

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PHONE

+91 80562 73204

Based in Bangalore, working across regulated healthcare product teams in India, the US and Europe.

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MAY 2022 — PRESENT

Lead UX Designer, ZS Associates (India)

- Lead end-to-end UX for global healthcare and patient-support platforms, embedding AI and agentic workflows into regulated patient, HCP and case-manager experiences at scale.
- Designed an AI-powered patient enrollment workflow with human-in-the-loop checkpoints, converting a complex regulated PSP process into an agent-assisted journey.
- Directed a 10+ module platform migration IPRM across multiple delivery waves on a 12+ month roadmap, managing a distributed cross-geography design team.
- Built persona-driven workflows for case managers, HCPs and patients on Salesforce Health Cloud, improving adoption by 40% and task efficiency by 35%.
- Authored a UX governance framework and PSP audit methodology — criterion-level scoring and module-by-dimension heatmaps — setting agent-auditability and oversight standards for regulated AI.

JUL 2021 — MAY 2022

UX Design Manager, Genpact (India)

- Designed persona-driven executive analytics dashboards for Costa Coffee, surfacing how, where and when the business drove sales and profit.
- Enabled data-driven decision-making for senior stakeholders through decision-ready commercial views.

JAN 2017 — JUL 2021

Lead UX Designer, Patient Services & Salesforce, Accenture (India)

- Led the design team for the INTIENT Patient Services platform, delivering outcome-based services supporting patients from pre-diagnosis through ongoing treatment.
- Designed AI-driven conversational bots (Ella and Ethan) and the Patient Experience Manager, introducing automation into patient and provider support.
- Delivered patient and HCP portals for rare disease and cell & gene therapy on Salesforce Experience Cloud — apheresis, manufacturing, infusion — plus native iOS and Android apps.
- Served as UX subject-matter expert across all INTIENT client engagements, running usability testing and expert reviews that measurably raised product usability.

SEP 2014 — JAN 2017

Senior UX Designer, Gartner / CEB (India)

- Revamped Metrics That Matter, a learning-effectiveness analytics product measuring and improving the impact of L&D portfolios.
- Presented design direction to executive management and aligned stakeholders on the product roadmap.

MAY 2011 — SEP 2014

UX Designer, Infofaces & Concern Infotech (India)

- Delivered foundational UX across web and enterprise applications.

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UX DESIGN LEAD — HEALTHCARE & PHARMA
AI & AGENTIC EXPERIENCES

REGULATED DESIGN
HIPAA & GXP
PATIENT SUPPORT PROGRAMS
AGENTIC WORKFLOWS

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Based in Bangalore, enjoying design systems, regulated complexity and family life.

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ABOUT

Kesavan has experience conceptualizing experiences for mobile applications, software, product and web. He has delivered digital transformation projects for clients across the globe, and has worked on omni-channel experiences for ATMs, kiosks and smart screens.

For the past decade his focus has been healthcare, pharma and life sciences — designing AI-driven and agentic patient and provider experiences inside regulated HIPAA and GxP environments. He has accomplished many challenging design projects and has a penchant for creating usable designs with rich user experiences, backed by vast experience in contextual inquiry, user research and interaction design.

Kesavan works collaboratively with product management, engineering and technology groups, and has successfully led distributed teams of designers and developers across geographies.

EXPERIENCE AREAS

INDUSTRY

- Healthcare, Pharma & Life Sciences
- Telecommunications & Information Technology
- Government Administration (TNPSC)
- B2B SaaS

FUNCTIONAL

- Information Architecture
- Interaction Design
- Usability Analysis
- Expert Review
- Contextual Inquiry & User Research

CORE SKILLS

AI & agentic UX — agentic workflow design, human-in-the-loop design, conversational UI and chatbot design, agent auditability, AI-assisted automation

Healthcare & regulated — patient support programs (PSP), patient enrollment workflows, HIPAA, GxP, life sciences, rare disease, cell & gene therapy, patient and HCP portals

Product & UX — UX strategy, UX governance, UX audit, usability testing, user research, personas, information architecture, interaction design, visual design, wireframing, prototyping, accessibility, design systems (SLDS)

Leadership — cross-geography team leadership, design team management, stakeholder management, client-facing consulting, roadmap planning

Tools & platforms — Salesforce Health Cloud, Salesforce Experience Cloud, Figma, Axure RP, Adobe XD

CERTIFICATIONS

User Research: Methods & Best Practices — Interaction Design Foundation, 2017

Psychology of Interaction Design — Interaction Design Foundation, 2017

EDUCATION

B.E. Electrical & Electronics Engineering

JJ College of Engineering & Technology · 2006 — 2010